

## Statistics

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### Population (2003)

Minnesota:	3,655,854	metro	(1.5% of total U.S. metro)
	<u>1,403,521</u>	non-metro	(2.8% of total U.S. non-metro)
	5,059,375	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

### Farm-Related Employment (2000)

Minnesota:	553,252 jobs	(16.4% of total employment)
United States:	25,834,574 jobs	(15.6% of total employment)

### Number of Farms (2002)

Minnesota:	80,839	(3.8% of total U.S. farms)
United States:	2,128,982	

### Average Farm Size (2002)

Minnesota:	340 acres
United States:	441 acres

### Market Value of Agricultural Products Sold (2002)

Minnesota:	\$8.6 billion
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold (2002): #6**

### Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Corn	1,348,547	7.7
Soybeans	1,327,797	9.9
Hogs	1,067,805	11.1
Dairy products	1,011,318	4.9
Cattle and calves	866,196	2.3

#### **Value of Agricultural Products Sold Directly to Consumers (2002)**

Minnesota: \$22.8 million  
United States: \$812.2 million

#### **Farmers Markets (2004)**

Minnesota: 62  
United States: 3,617

#### **Market Value of Certified Organic Commodities (2002)\***

Minnesota: \$8.3 million  
United States: \$392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

#### **Certified Organic Acreage (2001)**

Minnesota: 103,297 acres  
United States: 2,343,857 acres

#### **USDA-Accredited Organic Certifying Agents (2005)**

Based in Minnesota: 2  
Total: 96

## **Marketing Products and Services**

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#### **Specific to Minnesota**

##### **St. Paul Farmers Market**

The newly renovated St. Paul Farmers Market opened in May 2004 with 158 vendor spaces. Open Friday, Saturday, and Sunday, the market is at full capacity and has a waiting list of potential farmer vendors. The second phase of the project, a new \$14-million market and

condominium complex, is scheduled to break ground in fall 2004. The first floor will contain 15,000 square feet of year-round indoor market space with refrigerated stalls. AMS partnered with the St. Paul Growers Association to produce the initial feasibility study, which included a survey to determine consumer interest, along with grower interest and capacity.

### **Federal-State Marketing Improvement Program (FSMIP) Grants**

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$53,000 was awarded to the Minnesota Department of Agriculture, in cooperation with Food Alliance Midwest, to study wholesale and direct sales opportunities at corporate work sites.
- In 2004, \$12,000 was awarded to the Minnesota Department of Agriculture, in cooperation with the Minnesota Grown Promotion Group, to address marketing challenges faced by immigrant growers who sell their products at urban farmers markets.
- In 2003, \$69,000 was awarded to the Minnesota Department of Agriculture, in cooperation with the Minnesota Shippers Association, the Minnesota Soybean Research and Promotion Council, and the University of Minnesota, to explore opportunities for direct marketing northern soybeans as a feed for poultry in selected overseas markets.
- In 2002, \$84,500 was awarded to the Minnesota Department of Agriculture, in cooperation with the Minnesota Shippers Association, the Minnesota Soybean Research and Promotion Council, and the University of Minnesota, to explore opportunities for direct marketing northern soybeans in the international market as a feed for poultry.

### **Regional Interest**

#### **Minnesota Participates in Food Policy Conference**

Minnesota was a participant in the third annual Iowa Food Policy Conference at Drake University in Des Moines, IA, in September 2004. The theme of the conference was *The Role of Farmers Markets in America's Food System*. The conference consisted of workshops, panel discussions, and reports presented by representatives of a multi-state partnership, to provide consultation, training, and information for traditionally underserved farmers, with a focus on producers of specialty crops. Participants are from Arizona, Illinois, Iowa, Kansas, New Mexico, North Carolina, Oklahoma, Oregon, Utah, and Washington, as well as Minnesota.

### **General Interest**

#### **New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

**Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

**Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

**Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

**Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.